



U.S. Army 2005 MWR Leisure Needs Survey Results

**Fort Jackson
South Carolina**

BRIEFING OUTLINE

Fort Jackson

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

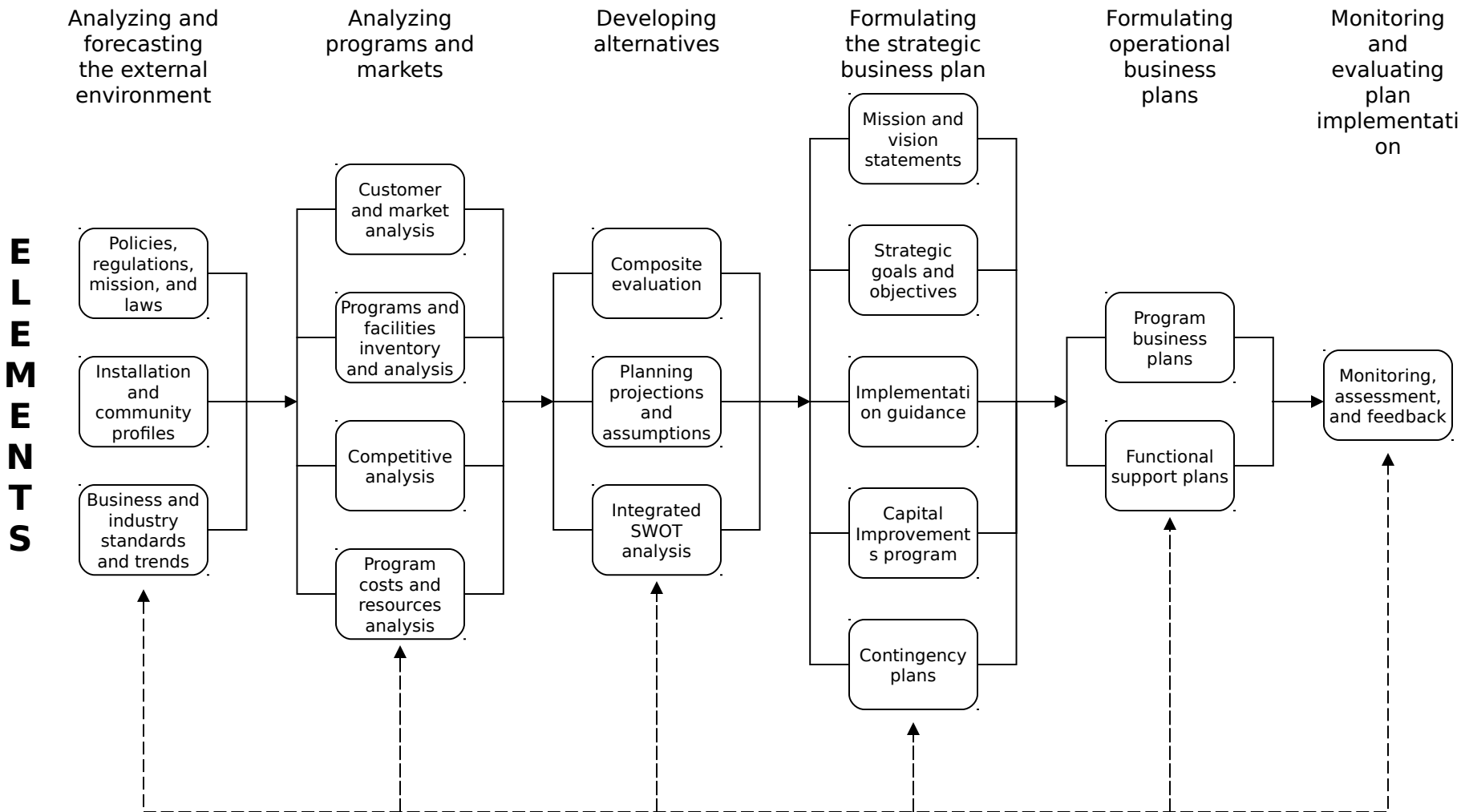
▮ **NEXT STEPS**

PROJECT OVERVIEW

Fort Jackson

MWR STRATEGIC BUSINESS PLANNING MODEL

COMPONENTS



METHODOLOGY

Fort Jackson

▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 4,165 surveys were distributed at Fort Jackson



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

Fort Jackson

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Jackson:					
Active Duty	15,339	616	100	16.23%	±9.77%
Spouses of Active Duty	3,222	1,431	139	9.71%	±8.13%
Civilian Employees	4,290	907	174	19.18%	±7.28%
Retirees	15,607	1,211	270	22.30%	±5.91%
Total	38,458	4,165	683	16.40%	±3.72%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

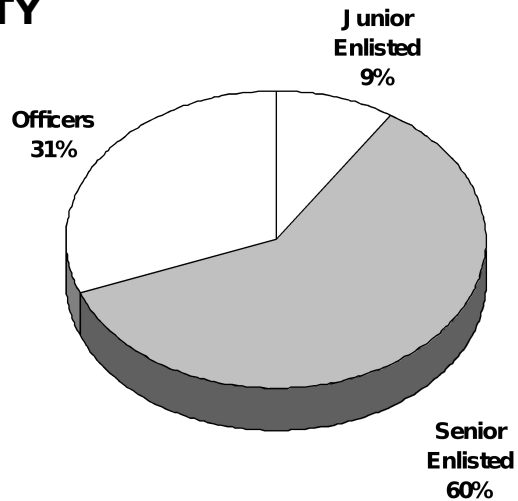
PATRON SAMPLE*

Fort Jackson

RESPONDENT POPULATION SEGMENTS

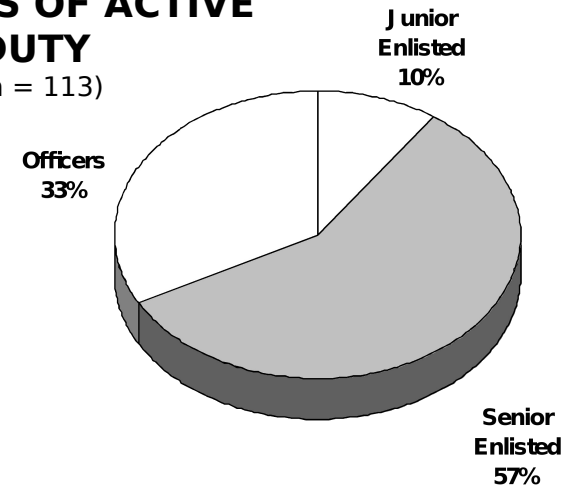
ACTIVE DUTY

(n = 97)



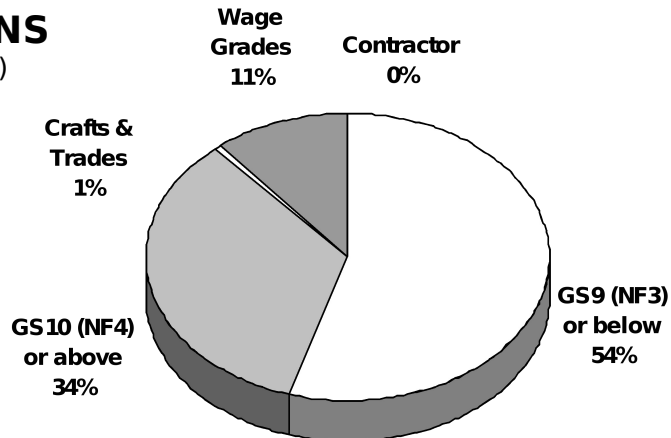
SPOUSES OF ACTIVE DUTY

(n = 113)



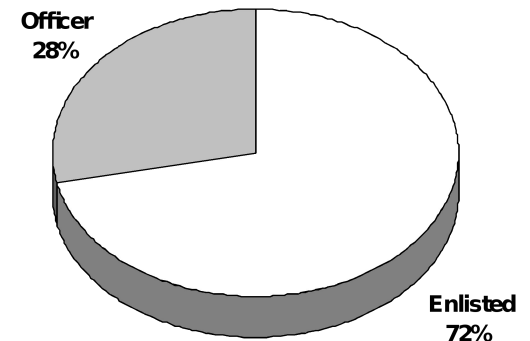
CIVILIANS

(n = 166)



RETIREES

(n = 201)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Fort Jackson

□ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

□ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT FORT JACKSON

Fort Jackson

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	34%
Library	27%
Recreation/Community Activity Ctr.	26%
Bowling Food & Beverage	26%
Bowling Center	25%

LEAST FREQUENTLY USED FACILITIES

BOSS	3%
School Age Services	4%
Arts & Crafts Center	5%
Bowling Pro Shop	6%
Youth Center	6%

MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT JACKSON*

Fort Jackson

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Bowling Pro Shop	4.56
Golf Course	4.54
Golf Course Pro Shop	4.45
Bowling Food & Beverage	4.41
Golf Course Food & Beverage	4.40

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Child Development Center	3.57
Army Lodging	3.62
School Age Services	4.06
Swimming Pool	4.08
Athletic Fields	4.09

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT FORT JACKSON*

Fort Jackson

FACILITIES WITH HIGHEST QUALITY RATINGS*

Golf Course	4.53
Golf Course Pro Shop	4.43
Recreation/Community Activity Ctr.	4.35
Bowling Food & Beverage	4.32
Golf Course Food & Beverage	4.29

FACILITIES WITH LOWEST QUALITY RATINGS*

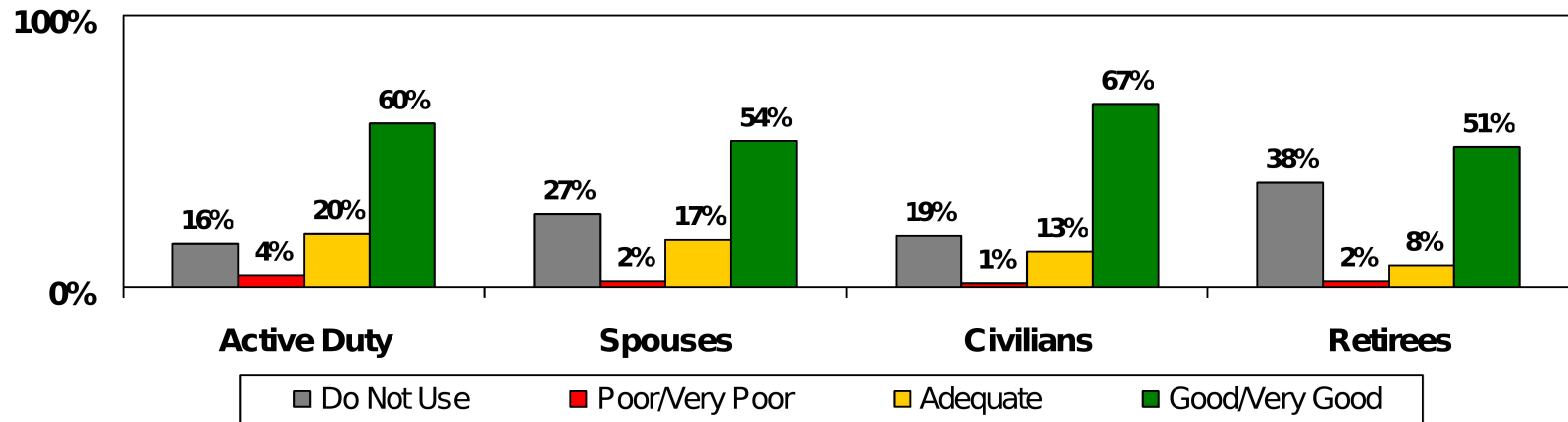
Army Lodging	3.51
Child Development Center	3.76
Post Picnic Area	3.89
Athletic Fields	3.91
School Age Services	3.91

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

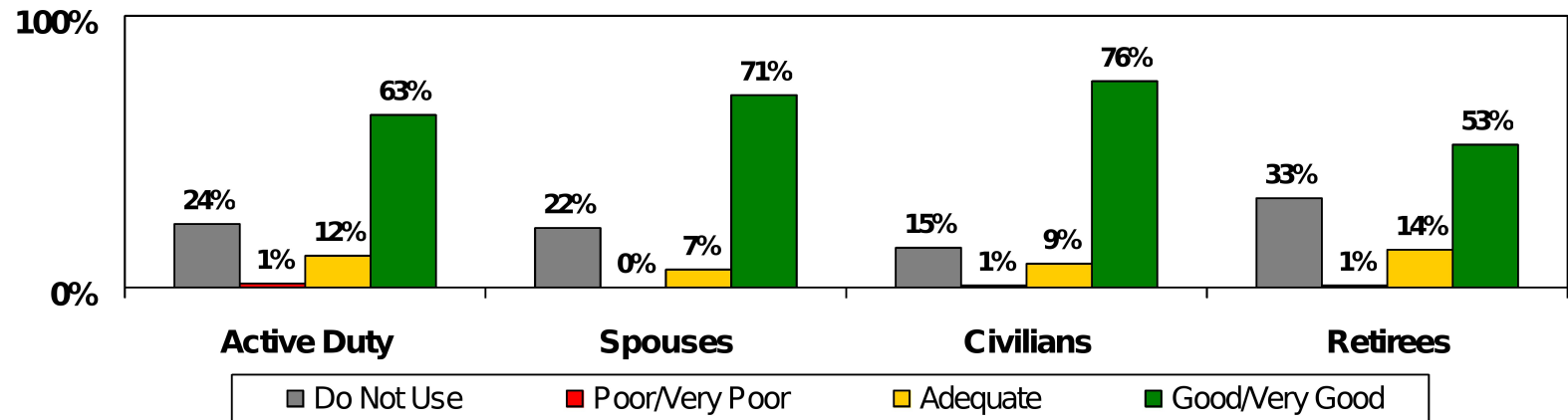
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Fort Jackson

Quality of On-Post Services



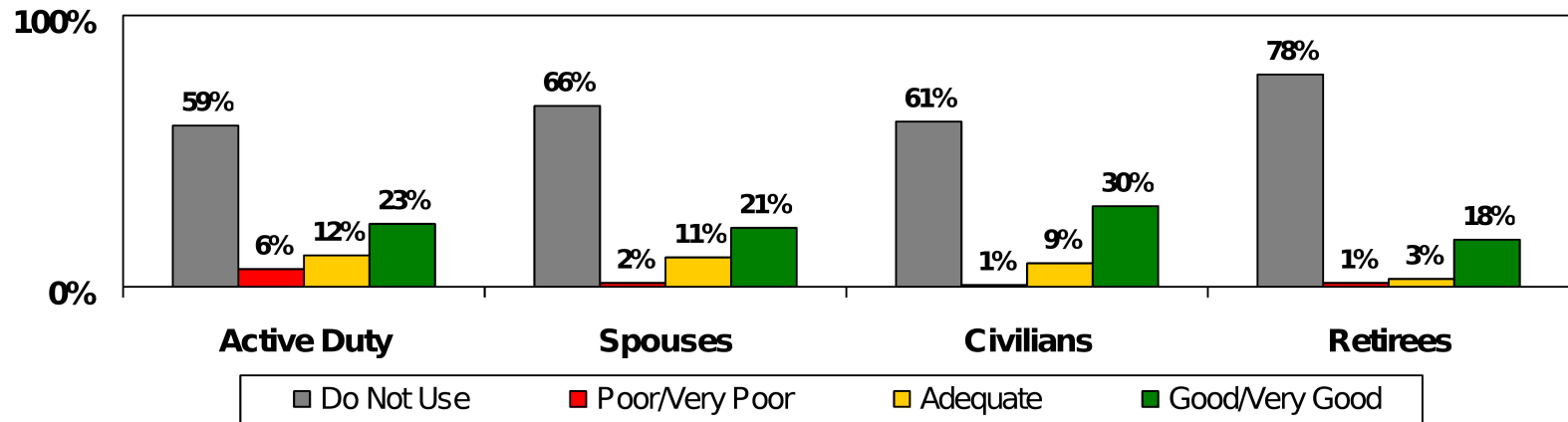
Quality of Off-Post Services



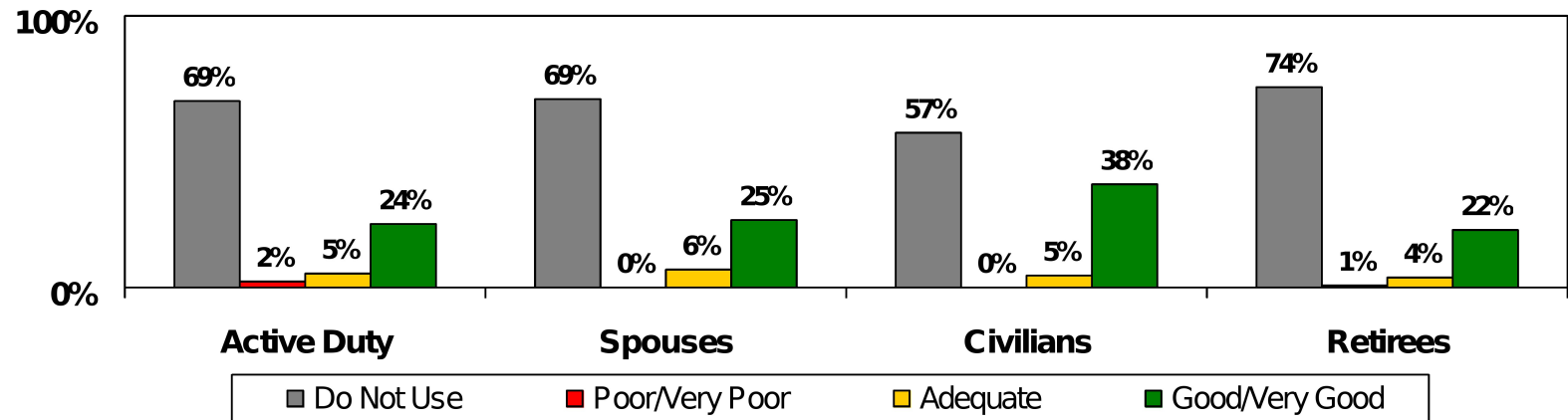
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Fort Jackson

Quality of On-Post Services



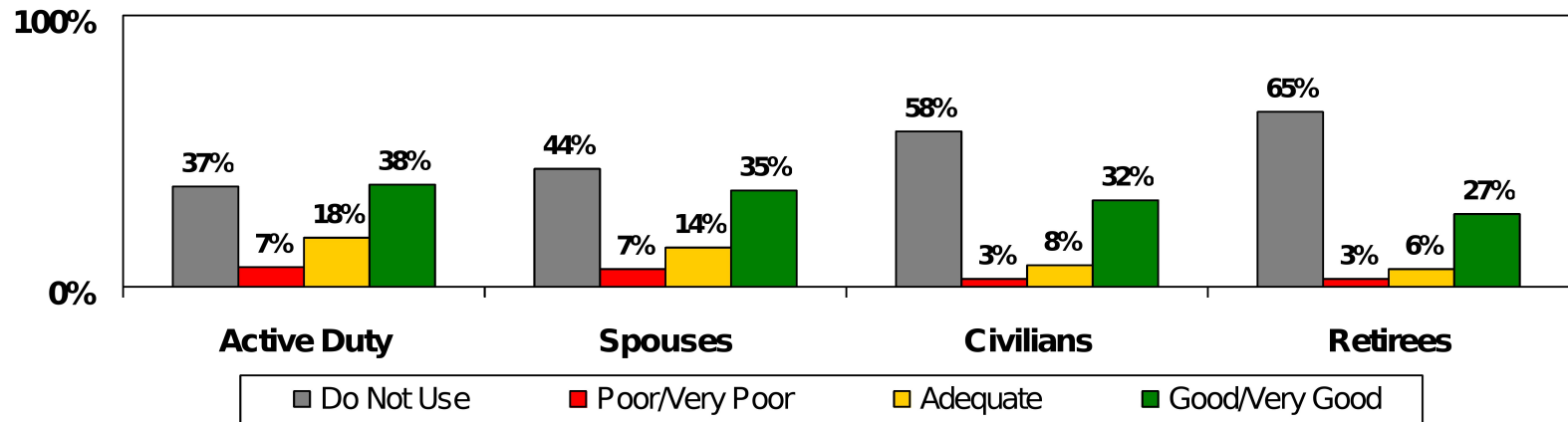
Quality of Off-Post Services



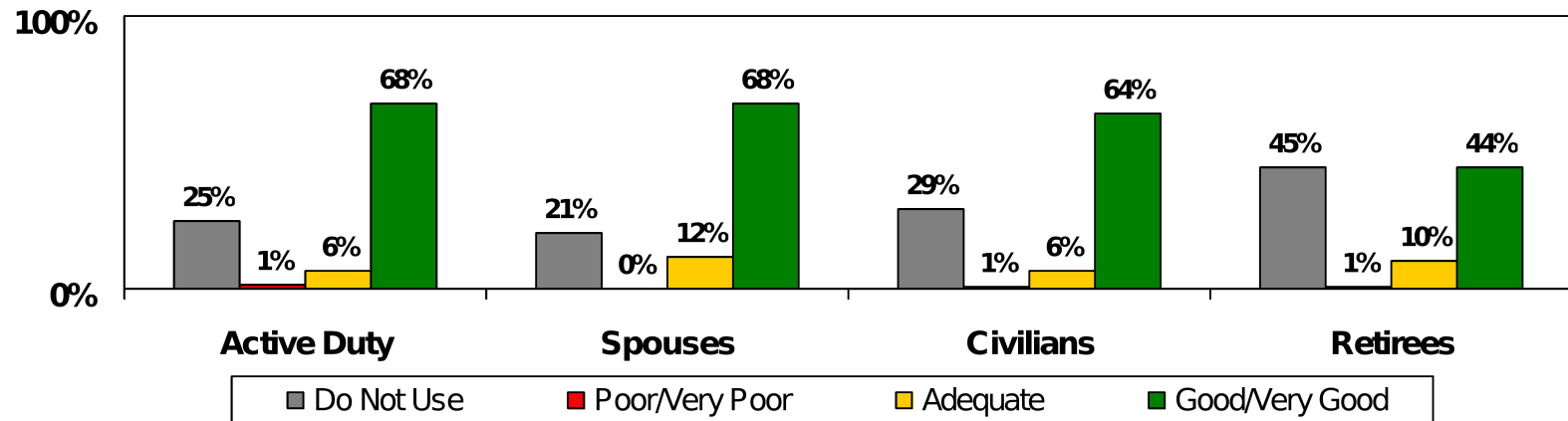
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Fort Jackson

Quality of On-Post Services

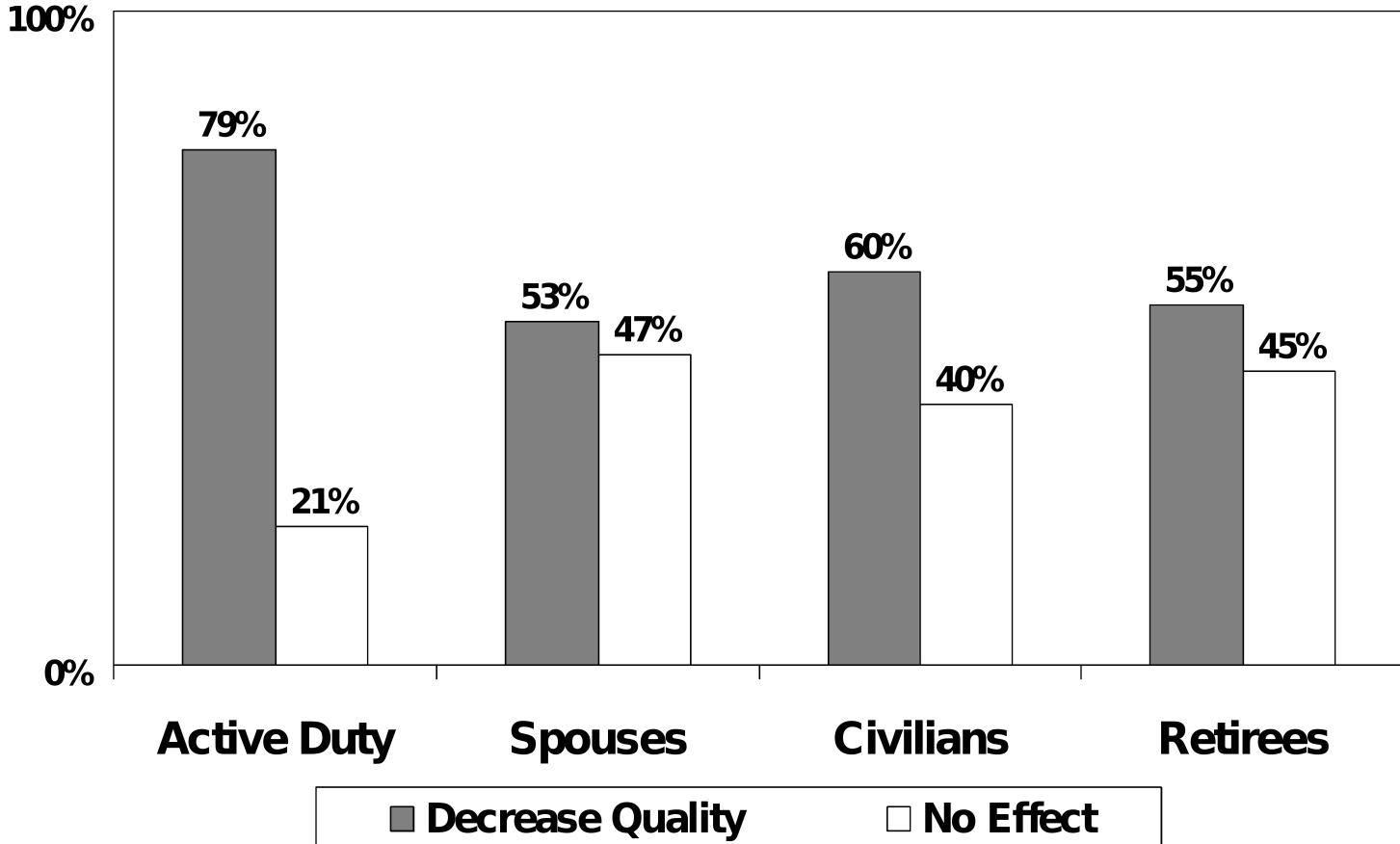


Quality of Off-Post Services



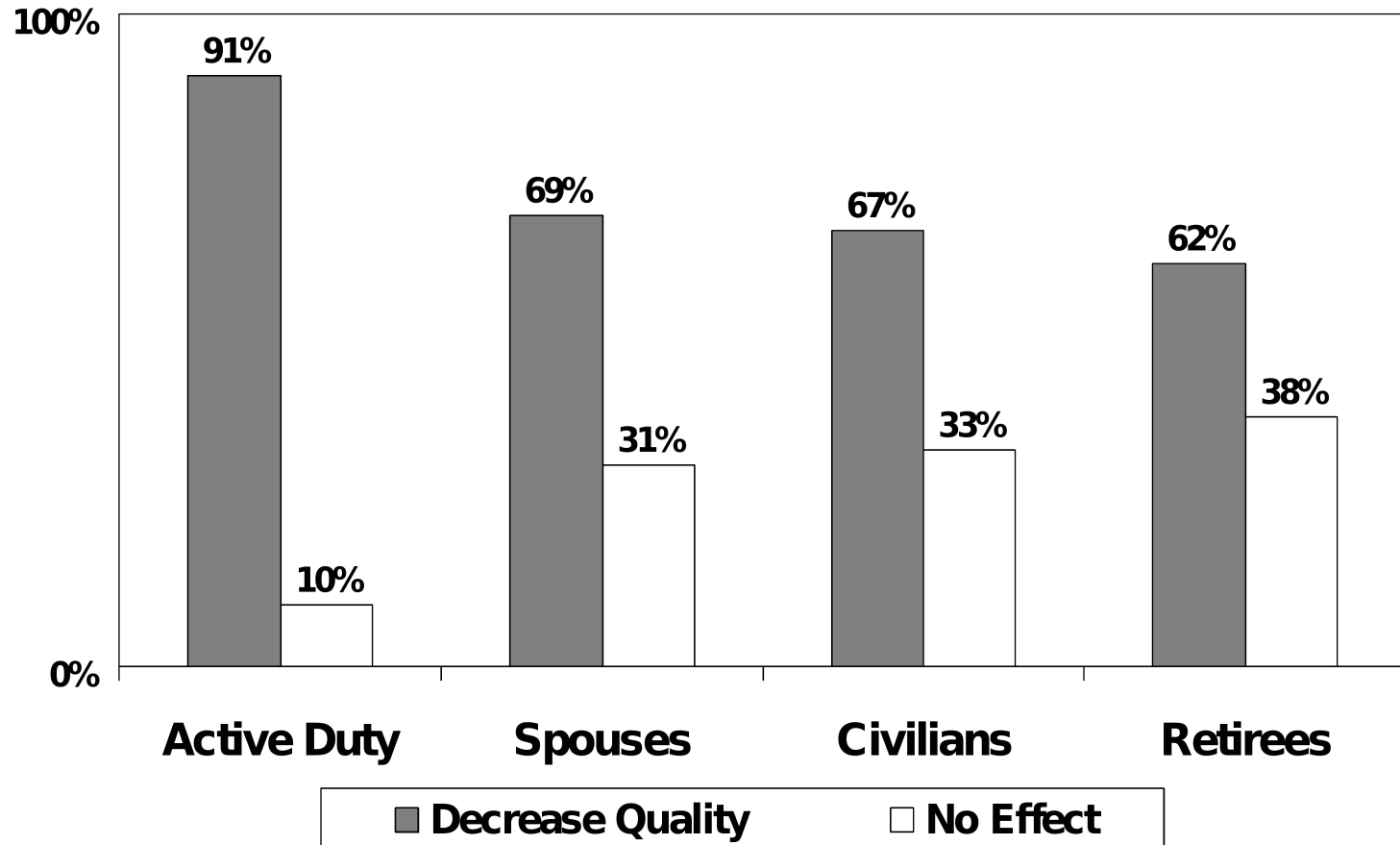
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Jackson



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Jackson



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Fort Jackson

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Army Lodging	77%
Fitness Center/Gymnasium	68%
Child Development Center	59%
Library	56%
Youth Center	54%
School Age Services	42%
Athletic Fields	40%

RV Parks	67%
Arts & Crafts Center	54%
Bowling Pro Shop	49%
Golf Pro Shop	49%
Car Wash	47%
Tennis Courts/Multi-Purpose Sports Cts.	41%
Marina	39%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Fort Jackson

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREEES	TOTAL
Internet	13%	10%	13%	9%	11%
E-mail	37%	10%	45%	10%	26%
Friends and neighbors	25%	32%	28%	27%	27%
Family Readiness Groups (FRGs)	11%	11%	4%	3%	7%
Bulletin boards on post	44%	17%	28%	15%	29%
Post newspaper	75%	54%	75%	53%	65%
MWR publications	25%	20%	33%	30%	27%
Radio	3%	7%	5%	8%	5%
Television	2%	4%	3%	5%	3%
My child(ren) let(s) me know	5%	3%	1%	1%	3%
Other unit members or co-workers	34%	11%	27%	10%	22%
Unit or post commander or supervisor	23%	3%	5%	2%	11%
Marquees/billboards	16%	17%	26%	12%	16%
Flyers	33%	23%	34%	27%	30%
Other	4%	14%	2%	10%	7%
I never hear anything	4%	13%	4%	15%	9%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Fort Jackson

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	83%	88%
Better Opportunities for Single Soldiers	56%	N/A
Army Community Service	61%	60%
MWR Programs and Services	87%	79%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort Jackson

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL [†]
Information and Referral	57%	82%	18%
Outreach programs	46%	91%	9%
Family Readiness Groups	73%	93%	7%
Relocation Readiness Program	67%	93%	7%
Family Advocacy Program	71%	83%	17%
Crisis intervention	57%	82%	18%
Money management classes, budgeting assistance	70%	92%	8%
Financial counseling, including tax assistance	72%	93%	7%
Consumer information	47%	93%	7%
Employment Readiness Program	56%	87%	13%
Foster child care	28%	80%	20%
Exceptional Family Member Program	71%	95%	5%
Army Family Team Building	66%	89%	11%
Army Family Action Plan	45%	82%	18%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Fort Jackson

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL [†]
Information and Referral	50%	90%	10%
Outreach programs	42%	83%	17%
Family Readiness Groups	64%	92%	8%
Relocation Readiness Program	67%	94%	6%
Family Advocacy Program	62%	85%	15%
Crisis intervention	44%	75%	25%
Money management classes, budgeting assistance	54%	77%	23%
Financial counseling, including tax assistance	55%	87%	13%
Consumer information	30%	78%	22%
Employment Readiness Program	53%	74%	26%
Foster child care	18%	67%	33%
Exceptional Family Member Program	61%	91%	9%
Army Family Team Building	53%	84%	16%
Army Family Action Plan	31%	78%	22%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Jackson

POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	55%	40%
Personal job performance/readiness	55%	38%
Unit cohesion and teamwork	59%	46%
Unit readiness	61%	52%
Relationship with my spouse	50%	50%
Relationship with my children	57%	48%
My family's adjustment to Army life	55%	56%
Family preparedness for deployments	55%	57%
Ability to manage my finances	47%	41%
Feeling that I am part of the military community	46%	57%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Jackson

POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	67%	86%
Helps minimize lost duty/work time due to lack of child care/youth services	74%	78%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	59%	62%
Allows me to work outside my home	81%	81%
Allows me to work at home	67%	62%
Offers me an employment opportunity within the CYS program	70%	50%
Allows me/my spouse to better concentrate on my/our job(s)	70%	64%
Provides positive growth and development opportunities for my children	78%	68%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

Fort Jackson

POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	40%
Personal job performance/readiness	41%
Unit cohesion and teamwork	47%
Unit readiness	47%
Ability to manage my finances	53%
Feeling that I am part of the military community	44%
Relationship with my children (single parents)	50%
My family's adjustment to Army life (single parents)	44%
Family preparedness for deployments (single parents)	44%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Fort Jackson

Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	63%
Entertaining guests at home	57%
Internet access/applications (home)	45%
Walking	41%
Going to movie theaters	39%
Going to beaches/lakes	39%
Special family events	37%
Cardiovascular equipment	32%
Automotive detailing/washing	31%
Festivals/events	31%

Top 5 for Spouses of Active Duty

Watching TV, videotapes, and DVDs	72%
Going to movie theaters	63%
Walking	63%
Entertaining guests at home	63%
Internet access/applications (home)	60%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	69%
Internet access/applications (home)	51%
Entertaining guests at home	50%
Walking	43%
Going to movie theaters	43%

Top 5 for Active Duty

Entertaining guests at home	61%
Watching TV, videotapes, and DVDs	54%
Internet access/applications (home)	45%
Automotive detailing/washing	40%
Special family events	40%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	65%
Entertaining guests at home	52%
Walking	49%
Internet access/applications (home)	38%
Going to beaches/lakes	36%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Fort Jackson

Team Sports

Softball	10%
Basketball	9%
Self-directed sports tournaments	7%
Volleyball	6%
Touch/flag football	6%

Outdoor Recreation

Going to beaches/lakes	39%
Picnicking	24%
Fishing	21%
Camping/hiking/backpacking	16%
Bicycle riding/mountain biking	12%

Social

Entertaining guests at home	57%
Special family events	37%
Night clubs/lounges	26%
Dancing	24%
Happy hour/social hour	23%

Sports and Fitness

Walking	41%
Cardiovascular equipment	32%
Weight/strength training	23%
Running/jogging	17%
Bowling	17%

Entertainment

Watching TV, videotapes, and DVDs	63%
Going to movie theaters	39%
Festivals/events	31%
Plays/shows/concerts	31%
Attending sports events	30%

Special Interests

Internet access/applications (home)	45%
Automotive detailing/washing	31%
Gardening	29%
Automotive maintenance & repair	28%
Digital photography	21%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCE ON POST*

Fort Jackson

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	23%	N/A	23%
Internet access (library)	21%	N/A	21%
Reference/research services	18%	N/A	18%
Cardiovascular equipment	17%	15%	32%
Study/self development	15%	N/A	15%
Weight/strength training	13%	10%	32%
Walking	12%	29%	15%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

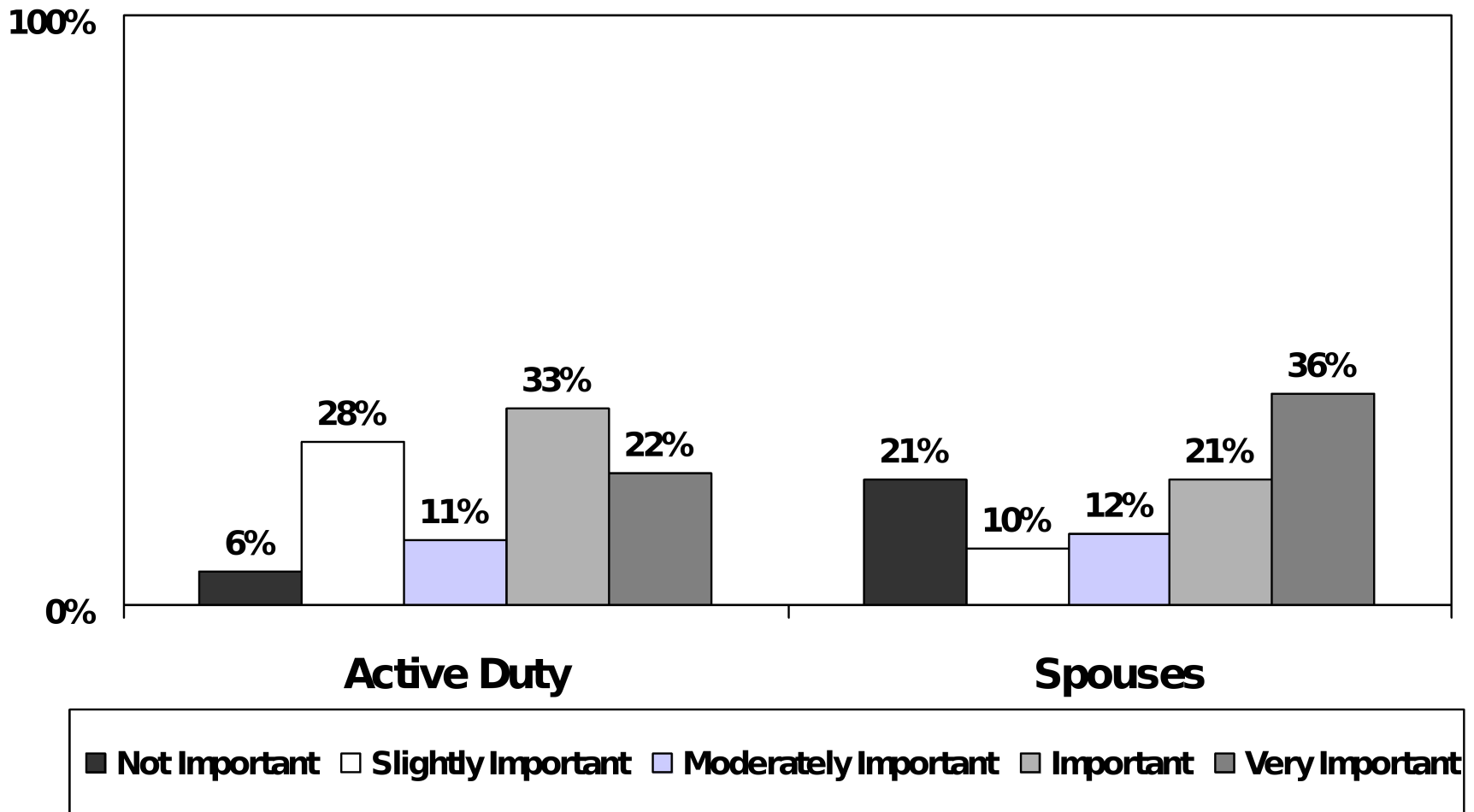
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	7%	4%	33%	45%
Automotive detailing/washing	8%	9%	14%	31%
Gardening	1%	3%	26%	29%
Automotive maintenance & repair	7%	12%	9%	28%
Digital Photography	2%	6%	13%	21%
Computer games	2%	1%	15%	18%
Trips/touring	2%	13%	0%	14%

*Top 7 special interest activity preferences ranked by overall participation.

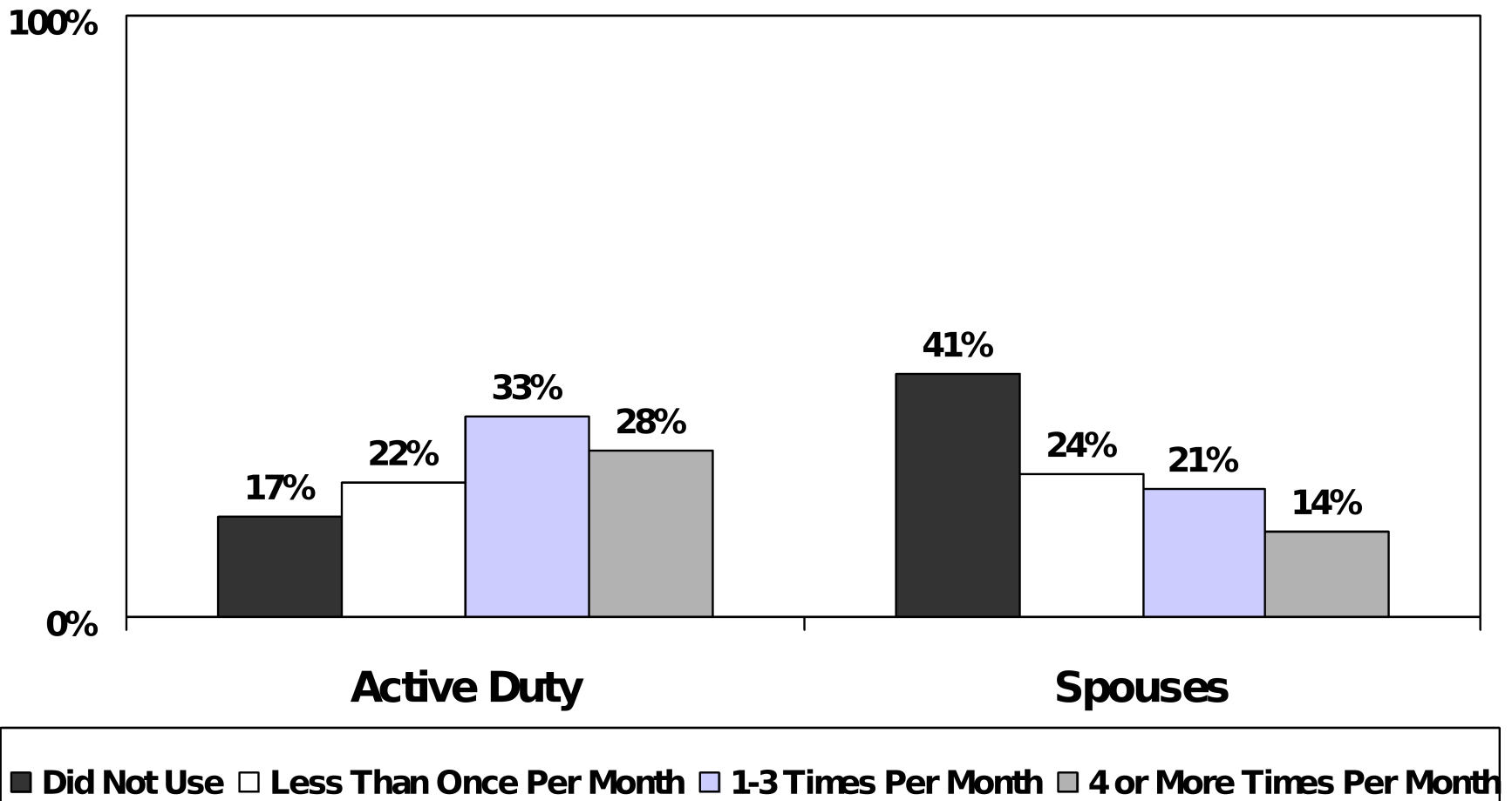
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Fort Jackson



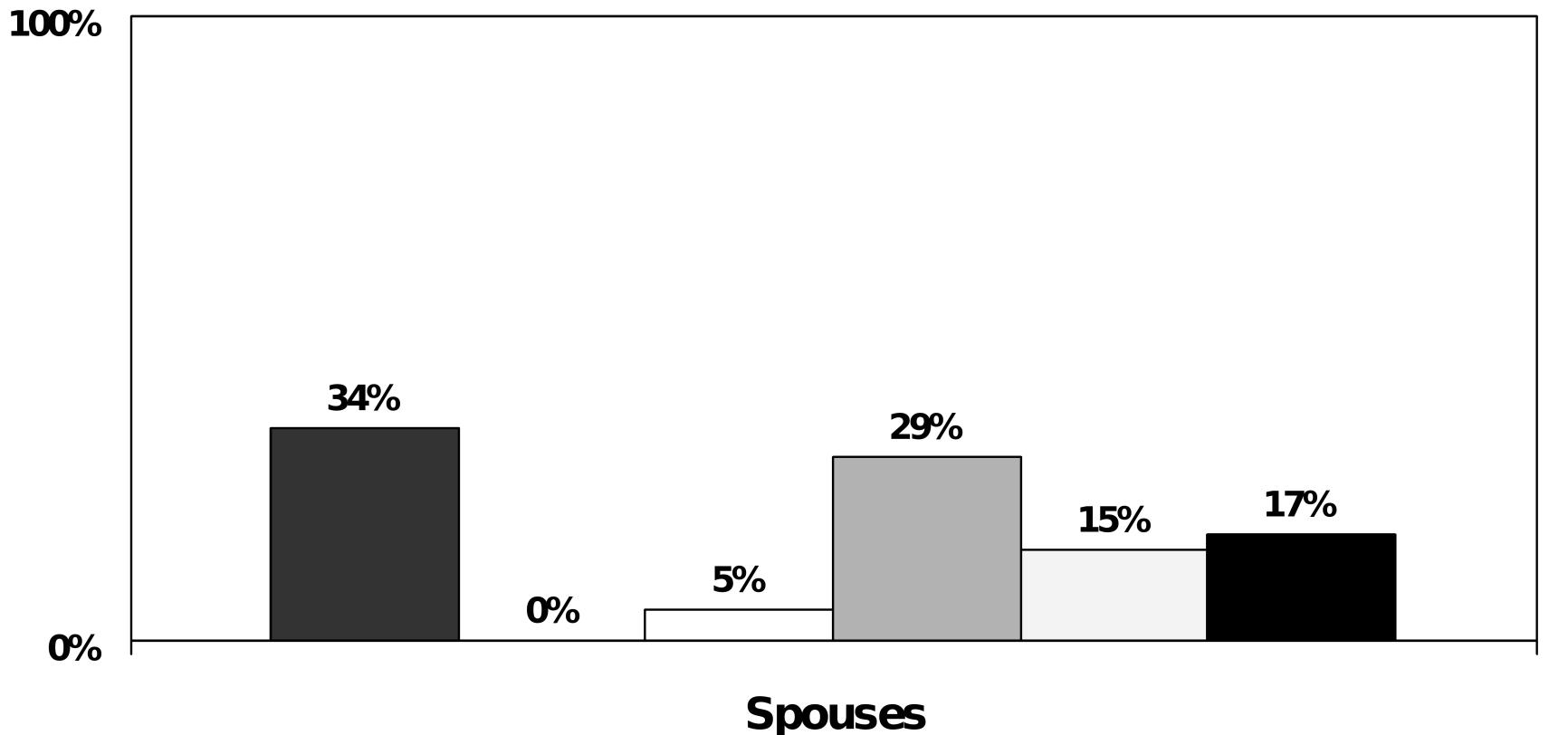
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

Fort Jackson



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Fort Jackson



■ Did Not Use □ Much Less □ Somewhat Less ■ About the Same □ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

Fort Jackson

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	7%
Probably will not make military a career	6%
Undecided	9%
Probably will make military a career	14%
Definitely will make military a career	64%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	10%
Not Sure	18%
Yes	72%

NEXT STEPS

Fort Jackson

▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)